

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .NRSC/HELLER
Product NRSC/HELLER
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW ORDER
STARTS THIS WEEK
PLSC CFM ASAP, LAURIE FOR AMY
10/15

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	6A-7A	WAKE	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	2	M	6A-7A	WAKE	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	3	TU	6A-7A	WAKE	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
	4	W	7A-9A	TODAY SHOW	:30	\$600.00	10/17-10/17	1	1	1	\$600.00	
	5	M	7A-9A	TODAY SHOW	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	6	TU	7A-9A	TODAY SHOW	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
	7	M	11A-12P	RACHAEL SHOW	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	8	TU	11A-12P	RACHAEL SHOW	:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
	9	W	12P-1230P	NEWS 3 AT NOON	:30	\$275.00	10/17-10/17	1	1	1	\$275.00	
	10	TH	12P-1230P	NEWS 3 AT NOON	:30	\$275.00	10/18-10/18	1	1	1	\$275.00	
	11	TU	12P-1230P	NEWS 3 AT NOON	:30	\$275.00	10/23-10/23	1	1	1	\$275.00	

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	12	TH	1230P-1P	AGENDA	:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
	13	F	1230P-1P	AGENDA	:30	\$225.00	10/19-10/19	1	1	1	\$225.00	
	14	M	1230P-1P	AGENDA	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	15	W	1P-2P	DAYS OF LIVES	:30	\$275.00	10/17-10/17	1	1	1	\$275.00	
	16	M	1P-2P	DAYS OF LIVES	:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
	17	TU	1P-2P	DAYS OF LIVES	:30	\$275.00	10/23-10/23	1	1	1	\$275.00	
	18	TH	2P-3P	DOCTORS	:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
	19	M	2P-3P	DOCTORS	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	20	TU	2P-3P	DOCTORS	:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
	21	W	3P-4P	DR PHIL	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	22	F	3P-4P	DR PHIL	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	23	TU	3P-4P	DR PHIL	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	24	TH	4P-430P	FIRST NEWS	:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
	25	F	4P-430P	FIRST NEWS	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	26	TU	4P-430P	FIRST NEWS	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
	27	W	430P-5P	430P NEWS	:30	\$450.00	10/17-10/17	1	1	1	\$450.00	
	28	F	430P-5P	430P NEWS	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	

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	29	M	430P-5P	430P NEWS	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	30	TH	5P-630P	EARLY NEWS	:30	\$900.00	10/18-10/18	1	1	1	\$900.00	
	31	TU	5P-630P	EARLY NEWS	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
	32	TH	630P-7P	JEOPARDY	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
	33	M	630P-7P	JEOPARDY	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	34	TU	630P-7P	JEOPARDY	:30	\$750.00	10/23-10/23	1	1	1	\$750.00	
	35	W	7P-730P	WHEEL-FORTUNE	:30	\$750.00	10/17-10/17	1	1	1	\$750.00	
	36	F	7P-730P	WHEEL-FORTUNE	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
	37	M	7P-730P	WHEEL-FORTUNE	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	38	W	730P-8P	FACE TO FACE	:30	\$450.00	10/17-10/17	1	1	1	\$450.00	
	39	F	730P-8P	FACE TO FACE	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	40	TU	730P-8P	FACE TO FACE	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
	41	TH	11P-1135P	3 NEWS @ 11	:30	\$775.00	10/18-10/18	1	1	1	\$775.00	
	42	W	1135P-1235A	TONIGHT SHOW	:30	\$275.00	10/17-10/17	1	1	1	\$275.00	
	43	TH	1135P-1235A	TONIGHT SHOW	:30	\$275.00	10/18-10/18	1	1	1	\$275.00	

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	44	F	1135P-1235A	TONIGHT SHOW	:30	\$275.00	10/19-10/19	1	1	1	\$275.00	
	45	M	1135P-1235A	TONIGHT SHOW	:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
	46	M	8P-10P	THE VOICE	:30	\$2,400.00	10/22-10/22	1	1	1	\$2,400.00	
	47	SA	11P-1135P	WKND LATE NEWS	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	48	SU	11P-1135P	WKND LATE NEWS	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	49	SA	6A-7A	NW3 AT SUNRISE	:30	\$225.00	10/20-10/20	1	1	1	\$225.00	
	50	SA	7A-9A	SAT TODAY	:30	\$325.00	10/20-10/20	1	1	1	\$325.00	
	51	SA	9A-930A	NEWS 3 TDY WKDN	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	52	SA	5P-630P	NEWS 3	:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
	53	SU	5P-630P	NEWS 3	:30	\$450.00	10/21-10/21	1	1	1	\$450.00	
	54	SA	7P-8P	JEOP/WHEEL	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	55	SA	1130P-1A	SAT NITE LIVE	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	56	SU	6A-7A	NWS3 SUNRS WKND	:30	\$225.00	10/21-10/21	1	1	1	\$225.00	
	57	SU	7A-8A	SUN TODAY	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	58	SU	8A-9A	MEET THE PRESS-SUN	:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00	
	59	SU	9A-930A	NEWS3 TDY WKND	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	

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	60	SU	930A-10A	CHRIS MATTHEWS	:30	\$375.00	10/21-10/21	1	1	1	\$375.00	
	61	SU	5P-830P	SUN NITE NFL	:30	\$8,000.00	10/21-10/21	1	1	1	\$8,000.00	
	62	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals: 62 / \$37,950.00

---SALES MONTHLY TOTALS---

Oct 12: 62 / \$37,950.00
Sales Totals: 62 / \$37,950.00
Station Totals: 62 / \$37,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$38,022	CATV	0%	KBLR	0%	KINC	0%	KLAS	0%	KSNV	99%
		KTNV	0%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	0%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST. SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE